With the rapid development of new media in the present age, procrastination has become increasingly prevalent, especially among students. With considerable negative consequences on physical and mental health, academic and career achievements and financial and relationship aspects, a sizable body of research has examined various factors that influence the extent to which individuals procrastinate. However, most current research studying procrastination focuses on western, English-speaking countries. Also, though some research identify time-orientation can be a significant predictor for procrastination, few study connect culture influence with time-orientation.

This project seeks to understand whether individuals' time-orientations and coping styles mediate the influence of culture on procrastination. Theoretically, this study will fill in the gap of previous study and extend people's understanding of procrastination.

**Objective**

1. Concern for future consequence is negatively associated with the used of social media for entertainment and relaxation.
2. The use of social media for entertainment and relaxation is positively associated with procrastination.
3. The effect of concern for future consequences on the use of social media for entertainment and relaxation is significant for Chinese/Asian, but not Americans.
4. The effect of use of social media for entertainment and relaxation on procrastination is significant for Chinese/Asian, but not Americans.
5. The effect of concern for future consequences on procrastination is significant for Chinese/Asian, but not Americans.

**Key Findings**

- Concern for Future Consequence (CFC)
- The Use of Social Media for Entertainment & Relaxation
- The Use of Social Media for Problem Solving
- Giving-Up Coping
- Support-Seeking Coping
- Procrastination

**Background**

With the rapid development of new media in the present age, procrastination has become increasingly prevalent, especially among students. With considerable negative consequences on physical and mental health, academic and career achievements and financial and relationship aspects, a sizable body of research has examined various factors that influence the extent to which individuals procrastinate.

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**Methods**

Data are being collected from undergraduate and graduate students at the George Washington University and in China. Participants are mainly 77 domestic American students, and 127 Chinese students.

Participants are asked to fill out a survey questionnaire that measures people's considerations for future consequences, coping styles, self-efficacy, motive of social media use, and degree procrastinate.

Collected data is analyzed with linear regression and factor analysis.

**Contribution**

The research will deepen people's understanding of the role of culture and social media use in shaping individuals’ tendencies to procrastinate, thus helping people, especially college students, to control their procrastination tendencies.